

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 498431 /		<u>Alt Order #</u> 06365969
<u>Product</u> NRCC IE		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3336
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 2	KVVU	10/19/12	10/25/12	The Dr.Oz Show	4-5p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/19/12-10/25/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$350.00	NM		
	Credited											
Totals											51	\$56,045.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	51	\$56,045.00	\$47,638.25
Totals	51	\$56,045.00	\$47,638.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

ADV #	ADV. NAME	ISS/NRCC-IE	REP. #	OFF. # 762	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	NMRP MEDIAASSISTANT	
		815 SLATERS LANE	SALES PRSN	PH- TERESA DIFURIA	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6365969	CLASS: NATL.	LOCAL	REGIONAL
PRDCT NRCC IE	EST#3336	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	OCT19/12	OCT25/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE	OCT25/12 21.17

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NO BUYS TO PRINT
STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#2	MISSED: F,M-TH/400P-500P	OCT19 (3/WK)	30S	\$350.00	(OCT12/12)
			OFFER: FRI/300P-400P	OCT19	30S	\$350.00	PLS ADVISE.
			& W-TH/300P-400P	OCT24 (2/WK)	30S	\$350.00	
			CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.				
M2	OK'D	BUY#9	MISSED: W-TH/700P-1100P	OCT24 (2/WK)	30S	\$9,500.00	(OCT12/12)
			OFFER: W-TH/400P-800P	OCT24 (2/WK)	30S	\$9,500.00	PLS ADVISE.
			CMT: CORRECT TP.				
M3	UNRESL	BUY#2	MISSED: F,M-TH/400P-500P	OCT19	30S	\$350.00	(OCT25/12)
			OFFER: NONE				
			CMT: SPOT N/A. FLIGHT ENDED. PLS CREDIT.				
OCT/12		56395.00					
			CONTRACT TOTAL			56395.00	
			TOTAL SPOTS			52	

MARKET TOTALS \$223,700	KVVU 25%	KSNV 51%	KTUD 0%	KLAS 4%	KTNV 17%	KVMY 2%	KVCW 1%	CABL 0%
SVC- NSI								
DEMOS- RA35-64*								

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 15.21

REP: OK'D M3
NEW TOTAL \$56045 (-350)
PLS CNF THANKS
NIKKI

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												
2			ES 400P-500P	30		\$350.00	10/19	10/25	1		F,M-TH	1
AGENCY ADVERTISER CODE = 155 AGENCY EST# = 3336												
AGENCY PRODUCT CODE = 426												
PROGRAM : DR. OZ												
RA35-64 : 0.9												
CON COM1 : DR. OZ												
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT19												
STATION MAKEGOOD OFFERS:												
M3	OK'D		BUY#2			MISSED:F,M-TH/400P-500P	OCT19		30S		\$350.00	(OCT25/12)
OFFER: NONE												
CMT:SPOT N/A. FLIGHT ENDED. PLS CREDIT.												

REP HEADLINE# 6365969 TRF# 498431 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT31/12 15.21
 *** KVVU-TV *** HARRIS REPORT FROM REP **CHANGES**

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			56045.00									

CONTRACT TOTAL 56045.00
 TOTAL SPOTS 51

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT

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25-TV 5 Drive
Henderson, NV 89014
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<u>Contract / Revision</u> 498431 /		<u>Alt Order #</u> 06365969
<u>Product</u> NRCC IE		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3336
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
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<u>Demographic</u> Adults 35+		
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 2	KVVU	10/19/12	10/25/12	The Dr.Oz Show	4-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/19/12	10/25/12	MTWTF--				5	\$350.00			
N 10	KVVU	10/20/12	10/20/12	30 Seconds To Fame	Sat 12-1230a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S-				1	\$225.00			
N 11	KVVU	10/21/12	10/21/12	The Closer	Sun 1-2am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$150.00			
N 12	KVVU	10/24/12	10/25/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WT---				1	\$95.00			
Totals											52	\$56,395.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	52	\$56,395.00	\$47,935.75
Totals	52	\$56,395.00	\$47,935.75

Signature: _____ Date: _____

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FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP
OCT15/12 18.52
CHANGES
*** KVVU-TV ***

REP. # _____ OFF. # 762 SALESMAN # _____
BUYER NAME NMRPP MEDIAASSISTANT

BUYER NAME	<u>NMRPP MEDIAASSISTANT</u>
SALES PRSN	<u>PH- TERESA DIFURIA</u>

	CLASS: NATL.	LOCAL	REGIONAL
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[illegible]

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT15/12 18.52

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 155 AGENCY PRODUCT CODE = 426 AGENCY EST# = 3336												
13		A	1200M-1230A	30		\$225.00	10/20	10/20	1		SAT	1
PROGRAM : 30 SEC TO FAME ORD COM1 : REINVESTMENT FR HL 6180308												
14		A	100A-200A	30		\$150.00	10/21	10/21	1		SUN	1
PROGRAM : CLOSER ORD COM1 : REINVESTMENT FR HL 6180308												

REP HEADLINE# 6365969	TRF# 498431	REP: TEL# 610-293-4100	FAX# 610-225-1191
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$		CREDIT ADVISORY: AGENCY CREDIT RISK !!	OCT15/12 18.52
		ORDER WORKSHEET	HARRIS REPORT FROM REP
			CHANGES *** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	A		430A-459A	30		\$95.00	10/24	10/25	1		W-TH	1
PROGRAM : NEWS												
ORD COM1: REINVESTMENT FR HL 6180308												
OCT/12						56395.00						
CONTRACT TOTAL											56395.00	
TOTAL SPOTS											52	

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0% KTUD 0%

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 DEMOS- RA35-64*
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